

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant

Modern Talking Picture Service, Inc.  
1212 Avenue of the Americas, New York, New York 10036

2. Registration No.

1803

3. Name of foreign principal

Australian Tourist Commission

4. Principal address of foreign principal

GPO Box 73B  
Melbourne, Victoria, Australia  
3001

5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) \_\_\_\_\_

☐ Individual - State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant. Australian Tourist Commission  
1270 6th Avenue  
New York, New York

b) Name and title of official with whom registrant deals. John Richardson

7. If the foreign principal is a foreign political party, state:

not applicable

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

not applicable

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal.... Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal.. Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal... Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐


Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

not applicable

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

not applicable

Date of Exhibit A April 26, 1974	Name and Title Jack Lusk, Vice President	Signature 
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UNITED STATES DEPARTMENT OF JUSTICE  
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT  
Under the Foreign Agents Registration Act  
of 1938, as amended

REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Modern Talking Picture Service, Inc.	Australian Tourist Commission

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence. (See Addendum I)
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

- Describe fully the nature and method of performance of the above indicated agreement or understanding.

Effective 12/7/73, Modern commenced distribution of one title (100 prints) to non-theatrical adult audiences in the USA - Rate: \$4.65/booking plus delivery charges with a discount of 65¢/booking for all bookings in excess of 100 billed monthly. Effective 2/5/74, Modern commenced distribution of 25 titles, for a total of 132 prints, to non-theatrical audiences, on a sponsor request basis only. Rate: \$4.15/booking plus postage. (list of all titles attached). - (See addendum II)

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Registrant renders services in the distribution of this foreign principal's films, or any subsequent films they may wish to have Modern distribute, to non-theatrical audiences in the United States, which services include shipping, inspection, cleaning, repairs of the film, promotion and monthly reporting of bookings.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1/</sup> Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
April 26, 1974	Jack Lusk Vice President	<i>Jack Lusk</i>

<sup>1/</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

RECEIVED  
INTERNAL SECURITY SECTION

March 13, 1973

REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

Mr. John Richardson  
AUSTRALIAN TOURIST COMMISSION  
1270 Avenue of the Americas  
New York, New York 10020

Dear John:

With respect to your current film program and in anticipation of your April meeting in Chicago, I am pleased to outline below some comments, observations, and suggestions as to how I feel Modern Talking Picture Service can be of service to you.

We have been in-the business of distributing sponsored business films for thirty-five years now. Through our network of twenty-seven libraries in the U.S. and three in Canada, we are able to offer a client national and international distribution, or distribution as selective as the client desires. We are the largest free loan film distributing company in the world in terms of number of clients, number of prints, number of libraries, annual revenue, annual bookings and anything else that makes up bigness.

I am enclosing with this letter our current client list, together with a special supplementary list of those in the tourist and travel areas.

Should we have the opportunity to act as your distributor, we can offer you a complete range of services extending far beyond mere distribution of your films. A complete rundown of the services we do provide to all of our clients at no extra cost is covered in the enclosed fact sheet titled, "HOW MODERN PROPOSES TO MANAGE YOUR FILM PROGRAM."

As you indicated to me, until recently, you have not considered using the services of an outside film distributor. While on the face of it, it may appear as though there is a definite saving in distributing films yourself, there are the obvious and not so obvious factors of salaries, postage, print inspection costs and miscellaneous overhead to be considered. As a matter of fact, I have never known of a company that was adequately able to

distribute films "in-house", for less money than Modern would charge for the same services.

Although I have not had an opportunity as yet to screen your films, I can generalize to the extent of saying that the two most popular topics among audiences are sports and travel. Assuming that the films you have produced to date are not only interesting from a travel standpoint, but relatively free of commercial content, I would venture to say that we could develop some excellent audiences for you in a number of areas. These include non-theatrical, which in turn takes in schools and adult groups, television and theatrical distribution.

In the non-theatrical area, you have the option of an adult only program, a school only program, or a combination program involving schools and adult groups. Based on our conversations, I would have to assume that adult audiences, and particularly those in the travel and travel related films, would be of prime interest to you. As the client, you have the option of setting up exactly the kind of program you want in terms of the scope of distribution, the libraries utilized, and the nature of audiences to which we would promote your film. In terms of distribution activity, we generally recommend a minimum of 50 prints for a national adult only non-theatrical program. In the case of your films, I sincerely believe we could utilize seventy-five and even 100 prints. At any rate, with 50 prints in distribution you could anticipate an annual turnover of fifteen bookings per print per year for a total of 750 annual bookings. The annual audience would be approximately 37500, and the annual cost for distribution would be \$3,415.00.

In addition to the promotion we would do of your film, we would suggest that a certain number of prints be set aside in our libraries in New York, Chicago, and Los Angeles, for the exclusive use of your regional representatives. These prints would not be booked outside audiences, but would be available only to your field staff on what we call a sponsor request basis. In this way, the inconvenience of having to inventory prints at your regional offices can be eliminated.

Television offers you a unique opportunity to reach a great many people in a short period of time at a very low cost per thousand. In fact, a great number of our clients who cannot afford a regular television advertising budget utilized our distribution services in this area in lieu of such an advertising budget.

We generally recommend a minimum of 30 prints for solid national coverage, but as many as 50 prints can be used. With 30 prints in distribution, you can anticipate approximately 150 certified

telecasts per year, an annual audience of six million, at a total cost of \$2,775.00. As the program progresses, you have the option of transferring any or all of these television prints back into non-theatrical distribution depending on your marketing needs and priorities.

Another area of consideration is theatrical distribution. As you know, your counterparts in the information division have a great many films in distribution. I understand that most of these are in theatrical distribution. The enclosed fact book should answer any questions you might have about the opportunity for sponsored films in theatrical distribution, but a few comment~~phaze~~s might be worth while.

To begin with, I assume that these films were originally shot in 16MM. Theatrical is the only area that requires 35MM release prints. This is an extra expense, but if the theatrical market, which is currently composed of primarily of those in the 13 to 35 year old age bracket is of interest to you, then it might be worth the extra expenditure.

Depending on the kind of program you choose, you can anticipate anywhere from twelve to as many as twenty-five theatrical, certified bookings per print per year. The average audience size varies from 1200 to 1800 depending on the size and scope of the program,

I regret that this letter has to be so general in nature, but without knowing more about the number of titles you have, the number of prints, and the kind of budget with which you have to work, it is obviously difficult to suggest specific distribution approaches. However, I am confident that we can develop some excellent audiences for you, and certainly make maximum use of the investments you have made to date in film. If you have any questions about any of the areas discussed in this letter, or wish further clarification, please don't hesitate to let me know.

I want to thank you very much for giving Modern an opportunity to offer these suggestions, I sincerely hope we will have the opportunity of working with you.

Very truly yours,

PETER FALLON  
Account Executive

PF/ch

AUSTRALIAN TOURIST COMMISSION

<u>Digest No.</u>	<u>Title</u>	<u>R/T</u>	<u>Weight</u>
30231	Australia - Big Country, Big Welcome	28 min.	
30297	All Among The Wool Boys	10 min.	B02
30298	Australian Moods	20 min.	B04
30299	Canberra	17 min.	B04
30300	The Centre	27 min.	B05
30301	Convention Australia	15 min.	B03
30302	Discover Papua-New Guinea	20 min.	B04
30303	Down Under - In Search of Australia	27 min.	B05
30304	Dunk Island	10 min.	B02
30305	Dreamtime Tapestry	20 min.	B04
30306	Explore The South Pacific	25 min.	B05
30307	Eighteen Footers	19 min.	B04
30308	Flinders, Ranges of Legend	15 min.	B03
30309	The Great Adventure	57 min.	B10
30310	Horse Racing In Australia	10 min.	B02
30311	Magneric North	27 min.	B05
30312	Nature's Strangest Creatures	15 min.	B03
30313	Nightlife Australia	10 min.	B02
30314	Paradise In The Sun	25 min.	B05
30315	Skindiving Paradise	10 min.	B02
30316	Valley Of Barossa	15 min.	B03
30317	Will the Great Barrier Reef Cur Claude Clough?	15 min.	B03
30318	Australia - Big Country, Big Welcome	28 min.	B05
30319	Big Game Fishing in Australia	18 min.	B04
30320	South Pacific Adventure	28 min.	B05
30321	Adelaide Australia	9 min.	B02